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AUTHOR Topor, Robert S.
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ABSTRACT

This book discusses issues, ideas, themes and practices for marketing higher education based on personal experience. Chapter 1 discusses the kind and character of people found in higher education by describing the best and worst individuals as perceived through first-hand encounters. Chapter 2 looks at an approach to planning and building on every effort by relating it to another effort. Chapter 3 explores how higher education's users judge the quality of an institution's services. Chapter 4 emphasizes the need for higher education to know what business it is in and to tailor its products to consumer needs and wants. Chapter 5 looks at the atmosphere of campuses and how it has been affected by the increase of security measures related to automobile traffic. Chapter 6 describes the experience of working with a culturally diverse staff. Chapter 7 discusses how a leader can be successful and assist employees and co-workers to achieve and work well. Chapter 8 offers tips for working within institutional politics. Chapter 9 discusses qualities of a good mission statement and compares statements of the University of Texas at San Antonio before and after revision. Chapter 10 describes logo importance and difficulties. Chapter 11 explains a process of identifying targets, steps, procedures, and sequence of marketing actions. The last two chapters discuss current trends in higher education and offer final thoughts. Contains 51 annotated references. (JB)

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